

JACK FROST & FRIENDS

ADVERTISING & PUBLIC RELATIONS

VOICE 907 563 9147 • FAX 907 562 9857 • E MAIL jackfrost@comcast.net
700 West 41st Avenue Suite 201 Anchorage Alaska 99503

October 6, 2004

Mr Jeff S Jordan
Supervisory Attorney
Complaints Examination & Legal Administration
Federal Election Commission
Washington DC 20463

MUR-5534

Dear Sir,

I am in receipt of a complaint to the Commission against me and my company, Jack Frost & Friends filed by Bridget Gallagher of the Alaska Democratic Party. The thrust of the complaint seems to be that my company made an advertising purchase of commercials in the amount of \$6,658 for our client, Business Alaska, and that my voice was on the commercial.

Unless things have changed greatly without my knowledge, my company, which has been an advertising agency in Anchorage, Alaska for some twenty years, is allowed to make advertising buys for political issues and candidates. We have done it regularly since 1984. My voice is used on commercials by a number of retail, manufacturing and political clients in this market.

She also mentions newspaper ads targeting Tony Knowles. I am not aware of those ads and our agency prepared no newspaper ads of any kind for Business Alaska.

I really don't understand the complaint filed by Ms. Gallagher, as regards Jack Frost and Friends. She contends that our agency made advertising buys in the amount of \$6,568. We did, and while the figure is accurate as far as it goes, not all of the time we ordered was available, so the actual expenditure was somewhat less. I paid for production of the ads, which was a total of an additional \$2400. She contends it was my voice on the ad. It was, and my fee of \$100 was part of the production bill. I'd be happy to respond further if I understood what she thinks I did wrong.

I will await further instruction from your office.

Sincerely,


Jack Frost
Owner
Jack Frost & Friends

RECEIVED
FEDERAL ELECTION
COMMISSION
OFFICE OF THE
GENERAL COUNSEL
OCT 15 2004

29044251597